**AMIDST THE COVID CRISIS.**

By Anindya Dey

Most of the Industries have been hit badly due to the current pandemic that has crippled lives and business across the world.

While this is undoubtedly the toughest time for all of us to go through, as a business owner the fight to survive against all odds is even tougher. Yes, not all need to survive, some may perish. Said so, the love for surviving is far greater than the fear of perishing. That itself unleashes our fighting spirit, tooth and nail and for doing so it calls for some tough measures from time to time.

The reality check is that as of today, the import of materials that go into production and export of finished goods is completed halted. There is no clear mandate from any of the customers which inevitably would result into cash flow shortage. The situation is so frightening that it erases all likelihood of any viable business in the coming days or at any foreseeable future. The billing is stalled and operation halted, the business for many is in coma. There are business houses struggling to grapple a life support in the form of government intervention and stimulus package which is for now not in site.

Subsequently, the cash flow is severely impacted and can go high and dry if appropriate measure of cost cutting, rationalization of operation among many is not pressed for soon. It would be imprudent to dry up the cash reserve until the Account receivables are realized.

Allow me at this stage to throw a caution to the wind. No matter what measures an organization is compelled to resort to from time to time for saving the business from drowning, all employees would be expected to play a pivotal role by putting up a united fight to survive the bad time. This is a crucial period were more aggression to fulfil any task assigned would be required from the entire workforce. This is the time when their diligence and sincerity clubbed with rigor should be capable of moving mountains. This is the time to be considered as a real adversity in the history of human civilization. This is the time of austerity, time for understanding the purpose of every existence against yours in this mortal world. It is said that when going gets tough, the tough gets going. So this is the time for ever one of us to adorn the warrior suit and join the battle of existence and come out as a victor. There is no room for demotivation or frustration, no room for a bunch of drooping shoulders with dispirited souls and above all for being defocused. There is zero tolerance of these mediocrities as the new world orders get established.

This entails an intense and long battle that we all need to gear up for and do our part by putting the best foot forward, not merely through lip service but through measurable deeds. This battle will leave indelible scar on us and we are sure to live with it.

Stay safe and in good health.